

CORE DEFENSE

Premium Natural Deodorant for Urban Athletes

Mineral + Prebiotics

Forged in the Streets. Built for Performance.

Nevada C-Corp | Patent Pending | January 2026

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Born at the Intersection of Culture & Performance

- ⚡ **The Spark**
Observed synergy between Black, Asian & minority communities
- 📈 **The Insight**
Cultural drivers underserved by "Premium/Clean" brands
- 🚩 **The Mission**
Product built for the rigors of the street

"Built from within the culture—not marketed to it from the outside."



The "Urban Sweat Gap"



The Intensity

MMA, streetball, bouldering, skating & breaking demand more than 9-to-5 deodorant



The Trade-off

Toxic performance chemicals vs weak naturals lasting only 2 hours



The Gap

No brand combines clean ingredients, high performance & cultural authenticity



Core Defense: No Compromise Deodorant



Engineering

Multi-mechanism odor defense system



Integrity

Edible-grade, vegan, microbiome-aware



Performance

24-hour tested, non-staining formula



Quality

Salt & Stone quality—forged for the asphalt

Clean ingredients. High-intensity performance. Cultural authenticity.



Beyond Deodorant: The Total Athlete Reset

LAUNCH

Day 90

Leave-In Scalp & Hair Defense Tonic

THE PROBLEM

- Post-workout scalp sweat
- "Helmet hair" odor
- Fungal buildup from headgear

THE FORMULA



Piroctone Olamine & Zinc PCA

High-performance anti-fungal and sebum control



Panthenol & Allantoin

Instant hydration and skin soothing



Salicylic Acid

Gentle exfoliation prevents post-gym flaking

 **A Two-Step Performance System: Underarm & Scalp Defense**



High-Performance Chemistry: The Phase System

A The Base

- Distilled water + Panthenol + Allantoin
- Zinc PCA for oil control

C The Actives

- Piroctone Olamine (anti-fungal)
- Vitamin E + Polyquaternium-7

B The Delivery

- MCT oil + Cromollient SCE
- Salicylic Acid (anti-flake)

D The Balance

- Precision pH adjustment
- 5.0–5.5 range for microbiome



Engineering Note

Designed to be a **"Zero-Weight"** leave-in—effective enough for the athlete, light enough for daily styling.



Proven Performance



R&D

12 months of iteration & formula finalization



Testing

Successful 24-hour wear tests under athletic stress



Skin in the Game

\$10K invested · Year of refinement · Provisional patent



Ready to Scale

Formulation optimized for scalable manufacturing



A \$15B Market Ripe for Disruption

 TAM

\$15B

Global deodorant market

 SAM

50M+

US urban athletes

 SOM

\$500M+

Premium urban segment

 CAGR

10%

Clean beauty growth



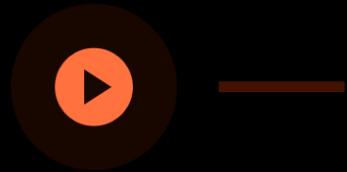
Breaking joins Olympics 2024, fueling urban sports growth



From Signal to Scale

0-6

Proof Phase



- Influencer seeding with trainers & athletes
- Direct-to-consumer soft launch
- Build initial community momentum

6-12

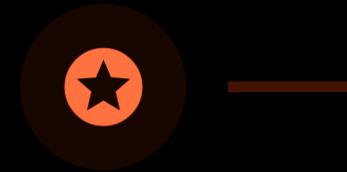
Traction Phase



- Core partnerships with boutique gyms
- Strategic barber shop placements
- Launch subscription model

12+

Scale Phase



- Premium retail pilots
- Strategic brand collaborations
- Expand national distribution



Lean, Digital-First, High-Margin



Direct-to-Consumer

\$13-15 per unit

~65% gross margin



Retention Strategy

25-35% repeat rate

through subscription model



Strategic Expansion

High-traffic placement in gyms & barber shops



The Only High-Performance Urban Contender

Mass Market

Premium

Generic Wellness

- Dove
- Secret
- Nivea

Generic Wellness

- Native
- Schmidt's
- Salt + Stone

Urban Athletic

- Degree Sport
- Right Guard
- Old Spice

Urban Athletic

 **Core Defense**

Premium quality meets urban athletic focus



THE ASK

\$500,000

Seed Round

DUAL-SKU LAUNCH

- Flagship Deodorant
- Hair Tonic (Day 90)
- Multi-product ecosystem

DE-RISKED ENTRY

- Increased stability
- Broader market reach
- Two revenue streams

GROWTH LEVERS

+40%

Projected LTV

Hair Tonic drives higher Lifetime Value and repeat subscriptions

\$5M

Revenue Path

Scalable DTC model, break-even by month 16-20

USE OF FUNDS

40%

Production

Both SKUs

20%

Operations

Fulfillment

30%

Marketing

Acquisition

10%

Legal & IP

Protection

SCALING URBAN GROOMING ECOSYSTEM

